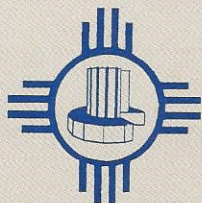


# Centrally Speaking



A Cray Research Inc. Central Region Publication

FOCUS:  
GREAT LAKES  
DISTRICT

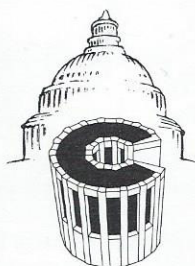
Volume 3, Number 2

July 1987

## Feature This Issue: The Lives And Times Of The Great Lakes District



by Jim Merrell



**STATE  
of the  
REGION**

Traveling on the circuit of District meetings last month, I had the opportunity to meet most of you personally, some for the first time. I was proud of what I saw and heard, pleased with the kind of excitement I saw in our Region and with the commitment I saw to Cray that is rare in most companies these days. Everyone seems to care about individual technical competence and, just as important, about keeping our customers satisfied. The District presentations and people's participation in the challenging discussions we had showed me the pride this Region holds in its work and the personal determination we seem to share to be winners in a very competitive business environment.

Margo Murray-Hicks, one of our meeting speakers, talked to us about the common characteristics of people who are successful, people who are winners.

They:

- have a high level of motivation
- have excellent interpersonal as well as technical skills
- actively search for new ideas that can add excellence to their endeavors.

continued on page 8



## Profile In The Windy City

by Patti Finney

The Chicago Sales Office is in the historic Railway Exchange Building located at the corner of Michigan Avenue and Jackson Boulevard in the heart of downtown Chicago. The office is headed by Rene' G. Copeland who has been with the company for the past 7 years. The sales team consists of Kelly Altman, John Lacher, Brad Elkin and Debbie Barnes. The support staff includes Debbie Doherty and Patti Finney.

The sales team is currently calling on 18 potential customers.

## Doing Business in the Motor City

by Russ McKee

Detroit and its surrounding areas are, at best, difficult areas to sell in. The automotive industry is always "on guard," fighting for its life against overseas competitors. The saying, "...As the car companies go, so goes the economy of Detroit..." causes us, as a vendor, to feel the pinch constantly. However, this also gives Cray the opportunity to show its "stuff"; to work with the automotive companies to make them more successful and strike back at their competitors.

We believe that we are a partner in help-

ing Ford and GM maintain their leadership roles. A case in point is the successful Taurus product from Ford which was partially developed on a CRAY computer system.

Even though Detroit's economy is "guarded," we in the Detroit area feel the future for Cray Research is bright. We hope to meet the challenge of the competition and help bring good, workable applications to our customers and potential customers. There is an opportunity for growth here and we intend to be a part of it.



# My Recipe On How To Run A District Office

by Beth Jakubowski (alias Fry)

This recipe has been tried and tested for 2-1/2 years in the Great Lakes District Office and has been proven effective only when used by persons having an open heart and mind.

Preheat office with LARGE pot of coffee and make sure P.C. is turned on.

Using only ingredients of highest quality,



Great Lakes District Office

cream large quantity of patience with several SMILES in an individual office.

Add responsibility, experience, intelligence, and a touch of class.

Flavor with Salesman, DEM, DAM, RTS, STS, and Presales. Gradually add Analysts and Engineers.

Mix well all of the above ingredients and combine with Pre-Measured Regional Office Mixture.

Pour mixture into courtesy-lined District Office container.

Bake at moderate temperature for 8 hours (works well between 8:00 a.m. and 5:00 p.m.; sometimes 6:00 p.m.). At all costs, DO NOT OVERHEAT.



"Good Afternoon, Cray Research, Beth Speaking!"

Good served warm with ice cream. Serves unlimited quantity of reliable customers.

If the recipe doesn't work every time, don't get discouraged. Good cooks get better with practice!

## College Relations And Community Affairs

by Beth Jakubowski

We in the Great Lakes District are proud of the college relations programs we have grown in our own back yard.

A \$1,500 Scholarship has been presented to the Wayne State Foundation for the past three years. We are targeting the relatively large population of qualified minority individuals with a Computer Science major

who attend the University to receive the financial support of our scholarships.

Ms. JoAnn Osmer, our contact with the Foundation, will also present another scholarship to a chosen awardee next year.

The Cray Research Foundation has awarded a research grant of \$5,000 for three years

beginning with the 1987-88 school year to Dr. Phil Hanlon of the University of Michigan Mathematics Department. Dr. Hanlon was awarded this grant in support of his position as a Presidential Young Investigator (PYI). He was selected on the basis of his research interests.

## DAM Words

by Bob Sabourin

The year 1987 is a year of transition. Not only are we facing the excitement of preparation for a faster and more powerful product line in the evolutionary cycle of the X-MP, we are also witnessing the birth of a new operating system, UNICOS, and a new compiler, CFT77. The emergence of a strong competitor in our Japanese neighbors is challenging us to work even harder to maintain our position of integrity and reliability with our customers. Company growth has led to a restructuring of our organization to guarantee that the individual Cray employee and the customer still receive the kind of quality treatment that they deserve.

All this is positive. We must make these changes to retain our leading position in the eyes of the industry and in your eyes as Cray employees. At times this transition has been painful, and we still have a way to go. You have all worked very hard to guarantee Cray's enviable position in the industry. Cray's success is based on our customers' perception of our product and our people. Excellent response, a positive attitude, and a legitimate caring for the individual form these perceptions. You have all displayed these features and more. The Central Region Team, now over 160 strong, can pat each other on the back. We have all done an excellent job. Thank You! You make the job fun and you make the job rewarding. Keep up the great work.

## The University of Illinois

by Rick Swirtz

One of the most dynamic sites in the Region, the University of Illinois, has a continuous hardware upgrade path in its plan which has already included an X-MP/24 to an X-MP/48, an SSD-32 to an SSD-128, and DD-29's to DD-49's in only a 2-year period. The University has now mapped a very ambitious plan for supporting NSF and industrial researchers with supercomputing and networking resources. It has been, and promises to continue to be, a very challenging environment for the entire Cray support team.



## DETROIT DISTRICT



John



Beth



Bob



Tom



Dr. Detroit

Drawn by Kevin Nolte

## Tank Automotive Command (TACOM)

Just twelve miles north of Detroit, Michigan, the United States Army is involved in a state-of-the-art research and development effort for the expanding worldwide technology base of the ground mobility fleet of tactical and combat vehicles...or in non-military terms "How To Build A Better Tank And Truck."

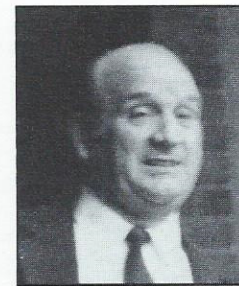
The TACOM is a remarkably high tech environment with facilities to test a truck's susceptibility to corrosion or to conduct destructive vibra-

tion testing on a 60-ton tank, integrating the world technology into the most sophisticated tactical combat vehicles. Digital readouts, infra-red detectors, Friend or Foe Identifiers, and high grade alloy structures are but the beginning of the depth and breadth of the TACOM.

To support this environment, the TACOM will be installing a CRAY-2 computer system in the fourth quarter of this year. This system installation **continued on page 8**

## A Few Words From Tom

by Tom Bentley



Field Engineering is alive and well in the Great Lakes District. The latest and greatest event was the final selection of engineers to staff the upcoming CRAY-2 installation at TACOM. Paul Pedersen has

accepted the challenging EIC position. He will be supported by Jeff Spengler, who comes to us from a position at the University of Illinois, and our own Brian Payton, who is currently in St. Louis. We are still anticipating a November 1987 install.

Our people continue to make other significant contributions to the Region. Dave Garman and his wife, Lynn, have announced that they are expecting a small "Crayon". In my earlier days in electronics, it was rumored that radar caused sterility. Central Region has certainly proved that is not the case in working with computers.

## A Programmer's Guide to "Password"

by Lonnie Manning

Yes: "C"

Aspirin: **BUFFER IN**

Laxative: **Control-D**

\$/each: **U-NIC-OS (UNICOS)**

Bubble bath: **Fluorinert**

Methane: **GAs**

Cockle: **"C" Shell**

M.D.: **Dr. Detroit** (aka Russ McKee)

## In Detroit, Be A Good Sport The Cray Dynasty Cray-GMR Volleyball Update

by John E. Walsh

The Cray Softball Team is again tearing up the league this summer. We are a solid .500 team. Our Friday night doubleheaders are eagerly awaited by the hardworking Cray employees on the team. Dale Sheils, Bill O'Dell, Dave Garman, and Dave Londo are fundamentally sound in all mechanical aspects of the game. Kevin Nolte, John Walsh, and John Kaiser have analyzed the team from all aspects and have determined that more beer is needed. "Wild" Bob Sabourin concurs and states that we have our goals and priorities in correct perspective. Russ "Dr. Detroit" McKee thinks there is a direct link between the prowess of the softball team and the sudden flurry of Cray sales activities in the team's viewing area. Beth Fry, Consummate Cray Fan (she's made all but 17 games thus far), always inspires the team with her arrival in the stands.

by Gloria Shlanger

The Cray Research-GMR Coed Volleyball Team which was organized in September 1986 is as smooth running as the site. The team made the finals last April and won the league and playoff awards. The volleyball team will "Go For the Gold" again this fall, and we hope to report the same results next year (provided our MTTI stays up).

Lonnie Manning says,  
"How do you spell relief? 48!"



# First District Meetings

by Laura Wallace

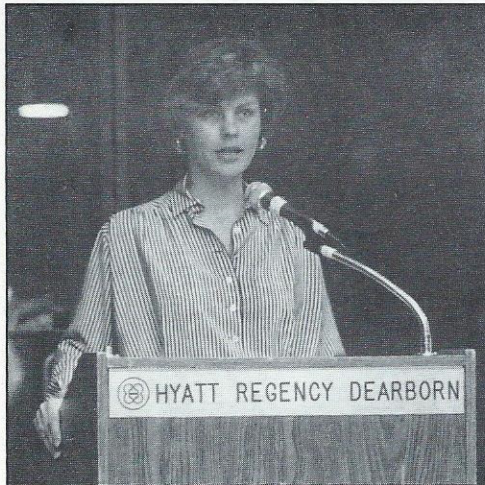
*Hearing the news...looking at Cray's future...discussing the issues...renewing*



Rene' Copeland, Account Manager, talked about the challenges of landing new accounts in the nation's Great Lakes and Heartland states.

All these things happened at the Central Region District meetings held in June in Santa Fe (Rocky Mountain District), Detroit (Great Lakes District), and St. Louis (Heartland District). The "new" meeting format this year included a presentation by Jim Merrell on Cray Research's strategic directions and State-of-the-Region. Sonya Anderson, Steve White, Bob Biro and Laura Wallace covered news and issues in their functional areas.

Each meeting had a different guest speaker from outside of the Region. Bob Gaertner spoke in Santa Fe about investor relations and augmented some of Jim's presentation on Corporate business strategies. Lou Saye (using his dictionary for some very profound definitions) talked to the Detroit folks about progress on the Y-MP. Carl Diem gave us a competitive overview in St. Louis, showing us why the current generation of CRAYs still lead the pack, but how our domestic and foreign competition is giving us a run for our money.



Sonya Anderson, Region Analyst Manager, challenged the sites to achieve higher levels of system reliability and applauded their progress.



Gloria Shlanger-Nowicki, AIC at GMR, and Lonnie Manning, AIC at Ford, raised questions about software issues.

A special note of thanks goes out to Nancy Reichard, Beth (Fry) Jakubowski, and Jeanine VanDillen for all their logistics planning and organizing that helped make the meetings such a success.



# Held In Central Region

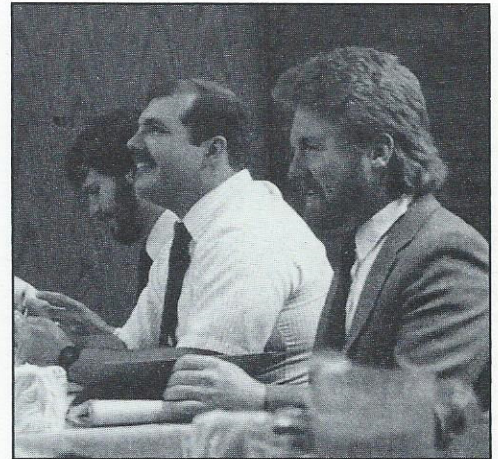
*old friendships...meeting new Crayons...commentary from Corporate guests...*

The afternoons at each meeting were dedicated to news, issues, and reports from the Districts. Account Managers, District Field Engineering Managers, and District Analyst Managers all presented State-of-the-District issues in their own original ways.

Jim Merrell took the opportunity of the assembled Districts to present the Region's new service awards ("gold" framed certificates) to employees with 5 years or more with Cray. The three 10-year employees, Ed Boyle, Erv Bentley, and Mark Van-deReit, were presented with inscribed walnut plaques commemorating their tenth anniversary date.

We also heard special "inspirational" speakers this year. Larry Wilson in Santa Fe and Margo Murray-Hicks in Detroit and St. Louis, both trainers and owners of their own management consulting businesses, gave us some ideas to carry back to our work and personal lives...learning to learn...dealing with "inconvenience" and fear...how to attain "Mastery."

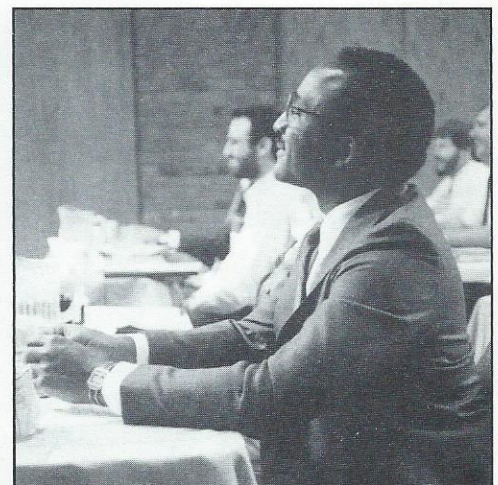
Thanks also to our Region's premier roving photographer, Ron Larson (the only one who remembered to bring a camera) for these photos of the Great Lakes District meeting.



Doug Cook, EIC at Ford; Russ Eadie, FE at Ford; and Kevin Nolte, Presales, enjoyed the antics of Dr. Detroit.



Lou Saye, Chippewa Falls, talked about progress on the Y-MP.



Erv Bentley, EIC at SIS, was one of the three Region employees awarded for 10 years of service with Cray.



# Region People Newcomers



**Andy Ascher**

**Bob Bechard**

**Andy Ascher**, Analyst, McDonnell Douglas, comes to us from Control Data in Missouri. He received a BS degree in Aerospace Engineering from the University of Missouri-Rolla. Andy and his wife, Susan, have 2 daughters: Sarah, 4, and Ellen, 2. Softball, camping, canoeing, and family gatherings keep Andy busy during his off hours.

**Bob Bechard**, FE, Boeing, is originally from St. Louis where he graduated from Control Data Institute. Prior to Cray, Bob worked for 7-1/2 years at Control Data in Michigan. For fun, Bob enjoys bicycling, weightlifting, and motorcycling.

**Margaret Cahir**, Presales, Minneapolis, comes to us from Evans and Sutherland Pacific Sierra Research in Berkeley, California. She has a BS degree from Princeton and an MS degree in Structural Engineering from the University of California-Berkeley. Margaret enjoys open water swimming.

**Greg Davis**, Hardware Tech Support, St.



**Margaret Cahir**

**Richard Klamann**

Louis, is originally from Kansas City, Kansas, where he worked for CDC/SIS for the past 8 years. He and his wife, Eve, have 4 kids: Gregory, 11; Jennifer, 10; Amy, 7; and Chuck, 3. Greg enjoys horseracing (he owns race horses), fishing, camping, and deer hunting.

**Tim Emerson**, Analyst, is a transfer from Mendota Heights where he worked in the CFT Compilers and Products Group. He recently received his BA degree in Computer Science and Business Administration from the College of St. Thomas. Tim and his new bride, Sue, were married on June 6. Tim enjoys skiing (both snow and water), golf, and motorcycles.

**Bob Jackson**, EIC, Boeing, is a transfer from the Petroleum Region where he was a Senior Field Engineer at Exxon. Before the move to Wichita, he and his wife, Judy, lived in Texas for 9 years. Bob's favorite hobbies are computers and chess.

**Richard Klamann**, Analyst, LANL, is the



**Jeff Spengler**

**Ned Van Dellen**

only other person in the Region who can see eye to eye with Jim Merrell and Bob Biro. (He's that tall!) Richard is originally from the Boulder/Denver area where he was a physicist at Rocky Flats. Richard received a BA degree in Physics and an MS degree in Computer Science from the University of Colorado, Boulder. His wife, Candace, has a Doctor of Musical Arts degree and is a voice teacher. Richard enjoys tournament bridge and music.

**Jeff Spengler**, SFE, TACOM, joins Cray from Champaign, Illinois, along with his wife, Laura, and their 2 kids: Jeffry, 6, and Jason, 2. He received his technical training from Control Data Institute in Michigan and spent the past 7 years working for CDC. When Jeff isn't fixing computers, he's fixing cars.

**Ned Van Dellen**, Human Resources, Boulder, comes to us from Minneapolis where he worked for First Bank System, which is a midwestern bank holding company covering 5 states. He has a BA degree in Psychology from Northwestern College in Iowa and an MA degree in Industrial Relations from the University of Minnesota. For fun, Ned enjoys swimming, scuba diving, working out, outdoor activities, music, and art.

## Cray "Crows"

**Erv Bentley**, EIC, CDC/SIS, Kansas City, has reason to be very proud. Erica, Erv's 11-year-old daughter, received an award from the Blue Springs School System for maintaining an "A" average throughout her entire grade school years. Erica's award was signed by the President and is the highest award presented in the entire area! Congratulations to Erica and the Bentley family!

**Tom Bentley**, DEM, Great Lakes District, is really crowing! Grandchild No. 8, Tom Bentley III, arrived July 4, weighing in at 9 lbs. 8 1/2 oz. Patriotic congratulations to the Bentley family!

**Jeannine VanDillen**, Secretary, St. Louis, and her family are also extremely proud and happy. Jeannine's son Tom graduated from Benedictine College in Atchison, Kansas, on May 9 with an "A" average. Tom majored in Psychology and minored in Sociology. Kudos to all the VanDillen's!

**Steve White**, Field Engineering Manager, Boulder, shares two important events. His daughter Lisa graduated from Pierce College in Tacoma, Washington, on June 12. And, Lisa and her husband, Ron, are expecting Steve's first grandchild in September! Congratulations to the White's!

### The ALL-REGION FITNESS AND WELLNESS COMPETITION

contest will begin Saturday, August 1st and continue through September 12th. During that time you can earn points for your fitness activities and bonus points for your commitment to wellness. The first place winner will receive a \$100 gift certificate; second place will receive a \$50 gift certificate, and the third place winner will receive a \$25 gift certificate. Contest details and entry forms were sent to all Central Region sites and offices the middle of July. Contact HR in Boulder if you haven't received your entry form.



# Transitions

**Robbie Cordo** - Reassigned to Presales Manager  
**Hoyt Hart** - Reassigned to Sales Manager, Central Region Western Sales District  
**Mark Jeché** - Promoted to Field Engineer  
**Richard Kendall** - Promoted to Senior Field Engineer  
**Tom Mortensen** - New Position: Account Manager, Albuquerque  
**Rod Munson** - Promoted to Senior Field Engineer (acting EIC at AFGWC)

**Darragh Nagle** - Promoted to Analyst-In-Charge  
**Kevin Nolte** - Transferred to Sales Analyst  
**Brian Payton** - Promoted to Field Engineer  
**Bob Purdy** - Promoted to Lead Field Engineer  
**Tim Harrington** - Promoted to Lead Field Engineer  
**David Thompson** - Promoted to Senior Field Engineer  
**Susan Ward** - Promoted to Administrative Assistant III

## The Newest Newcomers

<b>Russ McKee</b>	Boy 6 lbs. 8 oz.	Detroit
<b>Ron Larson</b>	Boy 6 lbs. 15 oz.	Boulder
<b>John Walsh</b>	Boy 9 lbs. 6 oz.	Detroit
<b>Robbie Cordo</b>	Girl 5 lbs. 14 oz.	Mendota Heights
<b>Brian Dodd</b>	Girl 7 lbs. 3 oz.	SDC/AFWL, Albuquerque

## Characteristics of a Star Performer

by Karen L. Bewley, V.P. Human Resources  
WestAmerica Mortgage Company

When up for a promotion or salary review, I think many employees hope they fit the manager's idea of the ideal employee. But leaving something as important as your future to hoping and guessing is foolish. To help you prepare for your next salary review or promotional opportunity, here is a list of twelve qualities managers look for in employees.

**Dependability:** Displays a strong personal commitment in carrying out responsibilities to a successful conclusion. Can you be counted on to meet schedules and deadlines with the best possible results?

**Loyalty:** Displays loyalty to the boss and the company. When talking about the company or your boss, are your comments positive? Do you put the company's interest above your own personal convenience?

**Honesty:** Demonstrates integrity when communicating with boss. Do you tell your boss you have completed a task when you really have not? If so, your boss will not know when to believe you and you will have lost his or her trust.

**Reliability:** Exhibits regular attendance and is consistently punctual. When your boss expects to find you at work, are you?

**Initiative:** Demonstrates the characteristics of a self-starter, strongly motivated to achieve higher expectations. Are you eager to complete your work with a high degree of accuracy so you can take on other tasks?

**Cooperation:** Understands and knows how to get along with co-workers, excelling in promoting team efforts. Are you a peace-maker or do you cry to your boss about the way so and so treated you?

**Technical Competence:** Demonstrates a high level of expertise. Are you known for your knowledge and accuracy?

**Judgment:** Excels in making appropriate judgments. Do you effectively diagnose situations and conditions?

**Appearance and Manners:** Displays the type of grooming which is neat, attractive and appropriate; demonstrates socially acceptable behavior. Do you embarrass your boss?

**Maturity:** Displays strong emotional control. Do you yell, scream or cry at work? If so, stop now!

**Learning Ability:** Shows eagerness and capacity to learn. Are you alert for new opportunities to learn?  
continued on page 8

## "Weeklies!?!"

by Karen Arp

Every Monday, the phenomenon of the weekly report takes place in Doug Johnson's office in Boulder and at all the sites in the Region. The "weeklies," which are also known by less printable names, are the weekly status reports for each CRAY computer system in the Central Region.

After the "weeklies" have arrived in Boulder, they are processed and repackaged before being sent on to Chippewa Falls. At least that's the theory. In reality, Murphy's Law will often intervene and cause havoc. Sites send reports which never arrive; the report sent was not the one received; static on the phone line interferes with attempts to log on to the Chippewa Falls VAX (which then refuses to let us off until we log on properly). Sooner or later, though, everything makes it to where it is supposed to be.

We have recently begun testing a new "incident reporting" system which will end up replacing our current reporting system. This new system will be Beta tested at NCAR and Los Alamos before being released to the unsuspecting population at large. It is hoped that all sites in the Central Region will be using the incident reporting system by the end of the third quarter 1987.

Then there is the question of what we do with all this information we collect. (Rumors that we use it to light bonfires are simply untrue.) The weekly reports are used by Chippewa to track monthly, quarterly, and yearly performance of each CRAY computer system. Locally, they are used to do a moving "six month window" analysis of each system's performance as well as track yearly site, District, and Region hardware performance. All of these statistics aid us in our ongoing efforts to improve the performance of the CRAY computer systems in the Central Region.

On a personal note, I would like to thank everyone for sending their weekly reports in on time. I appreciate it very much. Thanks!



# All I Ever Really Needed To Know I Learned in Kindergarten

by Robert Fulghum, *Kansas City Times*

Most of what I really need to know about how to live, and what to do, and how to be, I learned in Kindergarten. Wisdom was not at the top of the graduate school mountain, but there in the sandbox at nursery school.

These are the things I learned: Share everything. Play fair. Don't hit people. Put things back where you found them. Clean up your own mess. Don't take things that aren't yours. Say you're sorry when you hurt somebody. Wash your hands before you eat. Flush. Warm cookies and cold milk are good for you.

Live a balanced life. Learn some and think some and draw and paint and sing and dance and play and work every day some.

Take a nap every afternoon. When you go out into the world, watch for traffic, hold hands and stick together. Be aware of wonder. Remember the little seed in the plastic cup. The roots go down and the plant goes up and nobody really knows how or why, but we all are like that.

Goldfish and hamsters and white mice

and even the little seed in the plastic cup - they all die. So do we.

Think of what a better world it would be if we all - the whole world - had cookies and milk about 3 o'clock every afternoon and then lay down with our blankets for a nap. Or if we had a basic policy in our nation and other nations to always put things back where we found them and cleaned up our own messes. And it is still true, no matter how old you are, when you go out into the world, it is best to hold hands and stick together.

## Characteristics of a Star Performer

continued from page 7

**Goal Setting:** Sets and obtains goals compatible with department objectives. When talking with customers or co-workers, do you keep your department's objectives in mind?

Cultivating these traits will make you a better employee. To learn exactly what your boss expects, I urge you to arrange a time to talk with him or her. And always remember, it is not how hard you work that is important, but the results you achieve.

(Reprinted by permission)

## Tank Automotive Command (TACOM)

continued from page 3

tion is an option to the Eastern Region BRL-2 contract, although the primary management of the contract resides with the Central Region. This opportunity is the first of its kind for the Central Region to supply a full turnkey operation to the customer. From facilities preparation, systems integration with existing equipment, and additional peripherals, through training and life cycle management of the entire computer system, Cray Research is providing a single interface to the U.S. Army for a fully functional system.

Many of the offices and disciplines within Cray Research have already been supporting the planning of the CRAY-2 S/N2014 installation at the TACOM. There is still a lot of work to be completed, and with the continued efforts of the Cray Team we shall remain at the forefront of the supercomputer field.

## STATE of the REGION

continued from page 1

She also warned us that people who fail tend to have characteristics in common as well.

They:

- fail to stay current in their field
- fail to adapt to change
- fail in skills critical to their jobs

I don't have all the answers on how to stay motivated or trained, and the pursuit of excellence is hard work; but I can suggest some ways to avoid the pitfalls of NOT being a winner. We all

can and should seek out the opportunities that Cray provides to grow, learn, and challenge ourselves. Each of us has no excuse not to have a personal development plan that is current. I believe that the Central Region is truly the Region of opportunity. Talk to your manager, read the Career Bulletin, sign up for projects that are stepping stones on your growth path. Don't wait for someone to ask you, look for the opportunities that will keep you challenged and allow you to grow into your career plan. Cray, the company, and we as individuals all mutually benefit when our work is challenging and we all step up to those challenges, wherever they may be.

I believe in promotion from within. I can see that we have far too much eager talent to do otherwise. But we all need to plan for our eventual replacement. Then when that next opportunity knocks, we can, in all good conscience, move on, knowing that the skills of other eager winners are there to take our place.

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